



**City of Scottsdale
Tourism Development Commission
Regular Meeting**

Marked Agenda

9:00 a.m., Tuesday, August 20, 2024

Kiva Forum-City Hall

3939 N. Drinkwater Boulevard

Scottsdale, Arizona 85251

1. Call to Order/Roll Call – 9:01AM

Jeanne Alspaugh, Chairperson	Lance Marrin	David Sobek- ABSENT
Anna Mineer, Vice Chairperson	Jesse Thompson	Chris Montgomery
Jim Kisselburg- ABSENT		

2. Approval of Minutes

Commission discussion and action to approve the June 18, 2024, regular meeting minutes.

COMMISSIONER MONTGOMERY MOVED TO APPROVE THE JUNE 18, 2024 REGULAR MEETING MINUTES AS PRESENTED. COMMISSIONER THOMPSON SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

3. Experience Scottsdale Third & Fourth Quarter Performance Measure Reports

Report, update, and Commission discussion.

Presenter: Rachel Pearson, Vice President Community & Government Affairs, Experience Scottsdale

Staff Contact: Steve Geiogamah, Tourism Development Manager

4. Old Town Scottsdale Update

Presentation, Commission discussion, and possible recommendation regarding Old Town Scottsdale marketing and project updates.

Presenter: Angelica Cipullo, Marketing Program Manager

Staff Contact: Angelica Cipullo

5. 2024 Scottsdale Fall Auction Event Funding Request

Presentation, Commission discussion, and possible recommendation to City Council for bed tax expenditure up to \$75,000 to support a one-year event funding agreement with Barrett Jackson Auction Company.

Presenter: Christopher Furst, VP Marketing, Megan Jones

Staff Contact: Steve Geiogamah

COMMISSIONER MONTGOMERY MOVED TO RECOMMEND FUNDING UP TO \$75,000. VICE-CHAIR MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

6. Italian Festival “La Strada Del Vino” Event Funding Request

Presentation, Commission discussion, and possible recommendation to City Council for bed tax expenditure up to \$49,500 to support a one-year event funding agreement with the Italian Association of Arizona.

Presenter: Ron Pacioni

Staff Contact: Steve Geiogamah

COMMISSIONER MARRIN MOVED TO RECOMMEND FUNDING UP TO \$36,750. COMMISSIONER THOMPSON SECONDED. THE MOTION CARRIED BY A VOTE OF THREE (3) TO ONE (1), WITH COMMISSIONER MONTGOMERY DISSENTING. CHAIRPERSON ALSPAUGH RECUSED HERSELF FROM THIS ITEM.

7. Event Program Funding Requests

Commission discussion and recommendation on the following applications for event funding:

- a. Community Event Funding Program – Day of the Dog Festival - \$13,000
- b. Community Event Funding Program – FuelFest Scottsdale - \$5,500
- c. Community Event Funding Program – Az Fall Championship- \$15,000
- d. Community Event Funding Program – The West Most Western Rodeo - \$15,000
- e. Community Event Funding Program – AZ Black Rodeo \$10,500

Community Event Funding Total - \$59,000

- f. Event Venue Fee Funding Program – Triple Crown Sports - \$12,000
- g. Event Venue Fee Funding Program – USTA League National Championships- \$12,000
- h. Event Venue Fee Funding Program – Scottsdale Cup - \$12,000
- i. Event Venue Fee Funding Program – Desert Super Cup - \$12,000
- j. Event Venue Fee Funding Program – The Fiesta Cup - \$12,000
- k. Event Venue Fee Funding Program – Boys Phoenix Cup - \$12,000
- l. Event Venue Fee Funding Program – Girls Phoenix Cup - \$12,000

Event Venue Fee Funding Program Total - \$84,000

Staff Contact: Steve Geiogamah, Tourism Development Manager

COMMISSIONER MONTGOMERY MOVED TO APPROVE FUNDING AS RECOMMENDED. VICE-CHAIR MINEER SECONDED. THE MOTION CARRIED BY A VOTE OF FIVE (5) TO ZERO (0).

8. Staff Reports

Staff presentation and Commission discussion of the following:

- a. Staff Bed-Tax Collection Report
- b. Staff Bed Tax Hotel Classification Report
- c. Tourism Development Fund Budget
- d. Program Updates – Post Event Reports

Staff Contact: Steve Geiogamah



9. Commissioners' Report

Commissioners' may give a summary of bed tax supported events, activities, and projects. Information only. The Commission cannot discuss or vote on items not on the agenda, including items brought up as Commissioners' Reports. If discussion or action by the Commission is required, the item should be placed on an upcoming meeting agenda to be consistent with Arizona Open Meeting Law.

10. Public Comment

Written comment cards are being accepted for both agendized and non-agendized items and may be submitted to City Staff at any time. Citizens may complete one Request to Speak "Public Comment" card per meeting and submit it to City Staff. Public testimony is limited to three (3) minutes per speaker. Cards submitted after public testimony has begun will be provided to the Public Body at the conclusion of the testimony for that item. Arizona State law prohibits Tourism Development Commission from discussing or taking action on an item that is not on the prepared agenda.

LOUISE LAMB REQUESTED TO SPEAK ON ITEM #4.

11. Identification of Future Agenda Items

The public body may not discuss, deliberate, or take legal action on any matter in the "Identification of Future Agenda Items" unless the specific matter is properly noticed for legal action.

Adjournment – 10:06AM

Next scheduled meeting is September 17, 2024

